



## 2007 ASSEMBLY BILL 265

April 13, 2007 - Introduced by Representatives WIECKERT, MURSAU, BERCEAU, ALBERS, VOS, OWENS, PETROWSKI, GUNDERSON and BIES, cosponsored by Senators ROESSLER and A. LASEE. Referred to Committee on Tourism, Recreation and State Properties.

1     **AN ACT relating to:** requiring the Department of Administration to study the  
2             feasibility of developing a Wisconsin brand.

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*Analysis by the Legislative Reference Bureau*

This bill requires the Department of Administration to conduct a study of the costs and benefits and the feasibility of creating a national brand image for the state.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

3             **SECTION 1. Nonstatutory provisions.**

4             (1) The department of administration, in consultation with representatives of  
5             the private and public sector, shall conduct a feasibility study to determine the costs  
6             and benefits to the state of creating a national brand image for the state. The study  
7             shall provide a timeline and a recommended process for the creation, promotion, and  
8             maintenance of a national brand image. The department of administration shall

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**SECTION 1**

1 prepare a report that includes the results and conclusions of the study and submit  
2 the report no later than December 31, 2008, to the appropriate standing committees  
3 of the legislature in the manner provided under section 13.172 (3) of the statutes and  
4 to the governor.

5 (END)